



# Virginia Green Events



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## Dominion Riverrock Richmond, VA



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**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

## Dominion Riverrock

Dominion Riverrock presented by Subaru, organized by Venture Richmond and the Sports Backers, is the East Coast's premier outdoor lifestyle festival, bringing athletes, spectators, musicians, and even dogs to Brown's Island for a three-day festival against the backdrop of downtown Richmond's urban riverfront. The festival features a variety of outdoor sports including trail running, kayaking, biking, bouldering, slacklining, stand up paddleboarding, and dog jumping. The event was designed to promote Richmond's unique riverfront, downtown trails and whitewater rapids to outdoor enthusiasts. As a result of the creation of Dominion Riverrock, there is a stronger appreciation for the value of outdoor recreation throughout the entire Richmond region.

Riverrock is an outdoor experience built around great outdoor sports and music. Riverrock's organizers, sponsors, volunteers, athletes and spectators care passionately about the environment.

Green power is purchased by Dominion to offset environmental impacts. A James River Cleanup is held on the last day of the event. Volunteer green team members monitor recycling. Pedal power further help to power energy for the event.

For more 'green' specific information : [www.dominionriverrock.com/green-zone/](http://www.dominionriverrock.com/green-zone/)

## Virginia Green Activities

### This facility pledges that they:

#### Recycle.

- Have in place clearly marked recycling locations and/or containers. Please check the items that visitors to your facility are able to recycle: (*minimum of 2 required*)

- Glass bottles
- Aluminum cans
- Plastic bottles
- Paper
- Cardboard
- Other actions taken related to recycling: All mixed recyclable plus "shoe recycling"!

### Minimize the use of disposable food service products.

- Use disposable food service items that are made with recycled content
- Use disposable food service items that are recyclable in your area

### Printed Materials.

- Use electronic registration, correspondence, and forms instead of paper forms
- Print brochures and other printed items on recycled content paper
- Print all documents double-sided
- Purchase/use paper products with 30% or higher recycled-content

### Waste Reduction.

- Track overall solid waste costs (*required for Virginia Green*)
- Chose a **location/venue** that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting. Please provide the "green details" on the venue:

### Green Signage.

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our events webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers
- Have quantified our greening efforts and will post estimates of the reduced environmental impacts (you could use some sort of pollution calculator, such as [www.cleanerandgreener.org/resources/pollutioncalculator.html](http://www.cleanerandgreener.org/resources/pollutioncalculator.html))
- Other actions taken related to green signage: Encouraging vendors to use green disposables




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For more information on **Dominion Riverrock**, see [www.DominionRiverrock.com](http://www.DominionRiverrock.com) or contact Stephen Lecky at [slecky@venturerichmond.com](mailto:slecky@venturerichmond.com) or 804-788-6472.

For more information on the Virginia Green program, see [www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx](http://www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx).



**Virginia Green** is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

